



KSHB-TV

ORDER

Print Date 10/16/12

Page 1 of 2

Flight Dates 10/17/12-10/22/12

Contract / Revision 314864 /

Original Date / Revision
10/16/12 10/16/12

Advertiser Akin / Republican / Senate

Agency Strategic Media Placement

Buying Contact

7669 Stagers Loop
Delaware, OH 43015

Product

MO US Sen Todd Akin Oct 17-Oct 1

Agency Com 15%

Billing Contact

7669 Stagers Loop
Delaware, OH 43015

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # 2906

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
KCPT	%	
KCTV	%	
KCWE	%	
KMBC	%	
KMCI	%	
KPXE	%	
KSMO	%	
UNKWN	100%	
WDAF	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	12	\$6,290.00	\$7,400.00	0.00	10/01/12	10/22/12	12	\$6,290.00	\$7,400.00
Totals	12	\$6,290.00	\$7,400.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
N 1	KSHB	10/17/12	10/22/12	Today Show Today Show	CM	7-9a	1-111--	:30	4	\$525.00	P-1	0.00	NM	4	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	1-111--		4				\$525.00		0.00			
N 2	KSHB	10/17/12	10/22/12	NBC Action News at 5p NBC Action News at 5p	CM	5-530p	--111--	:30	3	\$400.00	P-2	0.00	NM	3	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	--111--		3				\$400.00		0.00			
N 3	KSHB	10/17/12	10/22/12	NBC Action News at 6p NBC Action News at 6p	CM	6-630p	---11--	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	10/16/12	10/22/12	---11--		2				\$600.00		0.00			



KSHB-TV

Print Date: 10/16/12

Page 2 of 2

Contract / Revision **314864** Flight Dates **10/17/12-10/22/12**

Hiatus Dates

Original Date / Revision 10/16/12/ 10/16/12

Order Sep 00:20:00

Advertiser **Akin / Republican / Senate** Product **MO US Sen Todd Akin Oct** Estimate # **2906**

														<u>Totals</u>		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 4	KSHB	10/17/12	10/17/12	M-F 630-7p M-F 630-7p	CM	630-7p	--W----	:30	1	\$1,100.00	P-2	0.00	NM	1	\$1,100.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	--W----			1			\$1,100.00		0.00				
N 5	KSHB	10/18/12	10/22/12	M-F Late News M-F Late News	CM	10-1035p	1--1---	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
Week:		10/16/12	10/22/12	1--1---			2			\$900.00		0.00				
														Totals	12	\$7,400.00